



ELISABETH JEFFS

DEMAND GENERATION & CONTENT MARKETING LEADER

Marketing leader with deep experience owning the full content lifecycle across B2B technology organizations. Proven track record of developing and executing integrated content strategies that drive brand awareness, build pipeline, and support revenue growth across both target customers and new prospects. Hands-on creator and collaborative partner with expertise spanning long-form and short-form content, sales enablement, events, email, and digital channels. Known for building and managing creative resources and translating technology solutions into clear, compelling, audience-driven stories.

EXPERIENCE

MARKETING MANAGER, NEXTNAV

September 2021 - Current

- Responsible for the end-to-end creation and execution of brand awareness and demand generation programs, directly contributing to company revenue
- Develop and execute integrated content strategies spanning long-form and short-form formats, including blogs, white papers, landing pages, email campaigns, executive thought leadership, and event content
- Partner cross-functionally with product, sales, leadership, and external stakeholders to develop messaging, sales enablement assets, and customer-facing materials
- Manage all owned media channels, including website, email, and social platforms, optimizing content for engagement, SEO, and lead generation
- Support in-person and virtual events through development of session abstracts, speaker talking points, slide decks, promotional assets, and post-event follow-up content

MARKETING MANAGER: DEMAND GENERATION, JABRA

February 2017 - August 2021

- Responsible for developing and executing lead and demand generation for Jabra's enterprise products, contributing directly to the sales pipeline and company revenue
- Built and executed an account-based marketing (ABM) program in North America, creating tailored content and campaigns for large enterprise customers
- Collaborated with channel, alliance, and partner marketing teams to co-create content and campaigns with Microsoft, Cisco, Ingram Micro, and other strategic partners
- Supported virtual and in-person events by developing messaging, promotional content, and post-event follow-up materials aligned to pipeline goals
- Meticulously monitored, measured and optimized campaign performance to continuously improve ROI



DIGITAL MARKETING SPECIALIST, VXI CORPORATION

March 2014 - February 2017

- Managed email marketing campaigns and messaging from copywriting to execution
- Managed digital and social media content across corporate website, blog, LinkedIn, Twitter, and Facebook, ensuring consistent messaging and brand voice
- Focused on driving B2B business growth through lead generation and conversion, increasing “share of wallet” with existing customers, and acquiring new customers
- Coordinated with third-party contractors and creative resources to produce content and assets, including case studies, white papers, infographics, web banners, videos, and social media content

EDUCATION

BACHELOR OF SCIENCE

Sacred Heart University | Jack Welch College of Business & Technology 2007 - 2010

SKILLS

- Content Strategy
- Copywriting
- Sales Enablement Content
- Customer Stories & Case Studies
- Lead & Demand Generation
- Account-Based Marketing (ABM)
- Paid & Owned Media Management
- Channel & Partner Marketing
- Digital Marketing
- Event Marketing (Virtual & In-Person)
- SEO & Content Optimization
- Tools & Platforms
- HubSpot
- Google Ads
- LinkedIn Campaign Manager
- Salesforce